REMARKS

In response to the Office Action October 26, 2005, Applicant has amended the pending independent claims.

The Office Action rejects claim 49 as obvious over Barzilai in view of Hess et al. Claims 27-36 are rejected as obvious over Jecha in view of Gever.

Considering claim 49, Barzilai relates to an electronic bid, auction and sales system. The present claim 49, as amended, relates to the entirely different field of preparing printable paper-based products, such as for example, business cards, stationary and the like. Claim 50, for example, claims the additional step of printing the printable paper product in a printer. Claim 51 specifies that the paper product comprises one of the group constituting invitations, business cards, posters, point-of-sale displays, advertising materials, coupons, event announcements, and stationary.

This is all very different from the electronic bid, auction and sales system of Barzilai, which does not teach or suggest a system for designing customized documents.

As the Examiner notes on page 4 of the Office Action, Hess relates to an online trading environment (i.e. EBAY), that facilitates person-to-person commerce. Like Barzilai, Hess does not teach or suggest a system for designing customized documents.

In light of the amendment to claim 49, and the new claims 50 and 51, it is respectfully submitted that the obviousness rejection with respect to Barzilai and Hess should now be withdrawn.

Turning now to claims 27-36, which are rejected on a combination of the Jecha and Gever references, Gever discloses the following (per the Abstract):

"A method for creating a Web page component, including opening a remote connection to a server provided with a plurality of basic animation sequences

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having variable attributes associated therewith, and choosing, via the connection, at least one of the basic animation sequences. One or more of the variable attributes of the chosen animation sequence are changed, and a Web page is posted which includes the animation sequence with the changed attributes."

That is, in summary, Gever relates to displaying animation sequences on a Web page. Gever does not relate to customizing and printing a printable product.

Jecha discloses a computerized prepress, circa the filing date of 1997. As the Office Action notes, Jecha does not teach "presenting on a computer screen a list of available products and receiving from a user in response thereto a product selection defining a user's selected product." Indeed, this step is now recited in claim 27 as, "presenting on a computer screen a list of available <u>printable, customizable</u> products and receiving from a user in response thereto a product selection defining a user's selected <u>printable</u> product."

Combining Jecha with Gever cannot yield the method as claimed in claim 27. Gever is concerned with displaying animation sequences on a Web page. Such a combination might yield using an animation sequence (Gever) in conjunction with a computerized prepress (Jecha), but Gever does not relate to printable, customizable products.

Claim 27 also now includes the step of "printing a customized document corresponding to the customized, printable product on a printer." Gever teaches away from such a step, as Gever teaches displaying animation sequences on Web pages, rather than such a printing step in combination with the other claimed steps.

In view of the foregoing claim amendments, withdrawal of the rejections and a Notice of Allowance is respectfully requested.

Request for Continued Examination is hereby made. The Commissioner may charge the fee to Deposit Account No. 06-2425. A one-month extension of time to respond is also hereby requested.

The Commissioner is authorized to charge Deposit Account No. 06-2425 for any unforeseen fees arising from the filing of this paper.

Respectfully submitted,

FULWIDER PATTON LLP

By: _____

Scott R. Hansen
Registration No. 38,486

Howard Hughes Center
6060 Center Drive, Tenth Floor
Los Angeles, CA 90045
Telephone: (310) 824-5555, Facsimile: (310) 824-9696
Customer No. 24201

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